

fixing the image by heating to produce a printed matter,

wherein:

B1  
End said image formation is carried out by an ink jet system of ejecting an oily ink  
by an electrostatic field;

said image formation on the printing medium is carried out by sequentially  
using two or more inks; and

each of said inks comprises at least a coloring material and a resin component.

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6. (amended) An ink jet printing apparatus comprising:

an image-forming member which directly forms an image on a printing medium

on the basis of signals of image data; and

B2 an image-fixing member for fixing the formed image to obtain a printed matter,  
comprising a heating member,

wherein:

said image-forming member comprises an ink jet imaging unit comprising [an]  
at least two ink jet heads for ejecting at least a first and a second oily ink, respectively,  
which may be the same or different by an electrostatic field;

formation of said image on the printing medium is carried out by sequentially  
using two or more inks; and

each of said inks comprises at least a coloring material and a resin component.

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